



The Federal Communications Commission and the National Broadband Plan

September 9, 2009
São Paulo, Brazil



Congressional Mandate

- Develop a National Broadband Plan that shall:

“Ensure that all people of the United States have access to broadband capability and . . . establish benchmarks for meeting that goal”



Congressional Mandate

- Other statutory objectives
 - Analyze the most effective and efficient mechanisms for ensuring broadband access by all people of the United States
 - Provide:
 - a detailed strategy for achieving affordability of such service;
 - a detailed strategy for maximum utilization of broadband infrastructure and service by the public
 - Evaluate the state of deployment
 - include an evaluation of progress of projects supported by the grants made pursuant to the Recovery Act



Congressional Mandate

- Other statutory objectives (cont'd.)
 - Provide a plan for use of broadband infrastructure and services in:
 - Advancing consumer welfare
 - Civic participation
 - Public safety and homeland security
 - Community development
 - Health care delivery
 - Energy independence and efficiency
 - Education
 - Worker training
 - Private sector investment
 - Entrepreneurial activity
 - Job creation and economic growth
 - Other national purposes



Congressional Mandates*

- Broadband Plan Due Feb. 17, 2010
- Section 706 Report
(including Int'l comparisons) Due Feb. 3, 2010
- Consumer Survey
(needed for plan) No deadline
- Mapping
(needed for plan) Final Map Due Feb. 17, 2011

*Partial List



Basic Approach

- What is the current situation?
- What will the near term situation be without a change in government policy?
- What will be the areas where there are demonstrable public interest harms?
- What are ways of lessening the public interest harms?



Mandates for the Process

- Be Open
 - Transparent
 - Inclusive
 - Participatory
- Be Data Driven
- Produce a Plan



Public Input

- Staff Workshops
 - provide the same kind of input as *ex parte* processes but in more open and efficient manner
 - fill out the record in the first phase of the planning process
- Additional workshops and hearings
- New Media Initiatives
- Meetings with Commission staff
- Written comments



Workshops Completed

- eGov/Civic Participation
- Deployment
 - Wired
 - Wireless
 - Unserved/Underserved
- Technology
 - Fixed Broadband
 - Wireless
- International Lessons
- Small and Disadvantaged Business
- Adoption (3 Workshops)
- Individuals with Disabilities
- Education
- Public Safety and Homeland Security
- Smart Grid, Broadband, and Climate Change
- Economic Growth, Job Creation, and Private Investment
- Job Training
- Applications and Devices
- State and Local Governments
- Benchmarks
- Big Ideas/Best Practices
- Broadband Consumer Experience



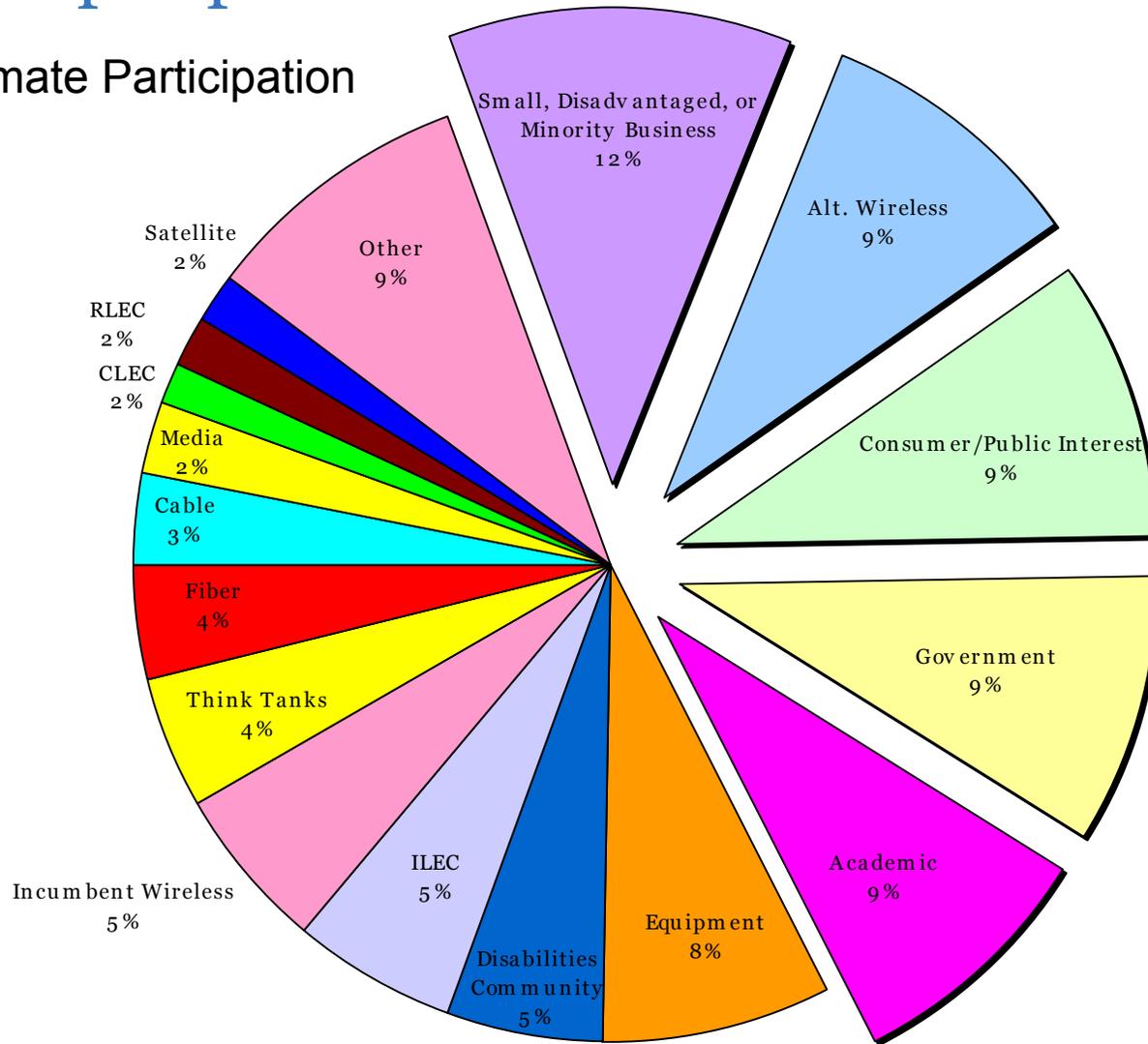
Workshops Planned

- Healthcare
- State and Local Governments
- Spectrum
- Role of Content
- Cybersecurity
- Civil Rights
- Individuals with Disabilities II



Workshops Speakers

Approximate Participation





Sample Notable Speakers

- Vivek Kundra, CIO of the United States
- Norm Ornstein, American Enterprise Institute
- Vint Cerf, Google
- Craig Moffit, Sanford Bernstein
- Milo Medin, M2Z
- Yochai Benkler, Harvard Law School
- Kareem Dale, Special Assistant to the President for Disability Policy
- Margot Dorfman, US Women's Chamber of Commerce
- Daniel Phythyon, FEMA
- Barry West, Clearwire
- Rosaline Crawford, National Association for the Deaf
- Nicol Turner-Lee, Joint Center for Political and Economic Studies
- Jim Shelton, Department of Education
- Emmanuel Hooper, Ph.D., Harvard University
- Bill Gurley, Benchmark Capital
- Ed Evans, Stelera Wireless
- Yvette Herrera, Communications Workers of America



Process Innovations



- First use of public workshops over broad range of issues (~1100 in room attendees)
- First use of public multimedia to open up ex parte process (~4600 online attendees)
- First testimony via telepresence
- First dedicated webpage for policy initiative
- First FCC Blog
- First FCC Tweet
- First use of idea rankings for public input
- Experimental use of academic institutions for focused data gathering

The screenshot shows the BROADBAND.GOV BETA website interface. At the top, it features the FCC logo and the text 'Federal Communications Commission' and 'BROADBAND.GOV BETA'. A navigation menu includes 'HOME', 'ABOUT BROADBAND', 'WORKSHOPS', 'INITIATIVES', 'GET INFORMED', and 'BLOGBAND'. A '182 DAYS TO THE PLAN' counter is visible. Below the navigation is a search bar and a 'BLOGBAND' logo with the tagline 'THE OFFICIAL BLOG OF THE NATIONAL BROADBAND PLAN'. The main content area displays a post titled 'Workshop Summary: Technology/Wireless' dated August 19th, 2009, by Julius Knapp. The post content begins with 'On Thursday we had a very interesting workshop on the role of wireless technology in offering fixed and mobile broadband access. The workshop was divided into two panels. The first panel discussed the status of mobile wireless and the second addressed the opportunities and challenges of serving rural users. Everyone agreed that there is a continuing growth in demand for data services and a number of solutions are being worked on by the providers to try to meet expected demands. Several wireless carriers and their providers are focusing on building out current 3G networks with HSPA technologies with plans to evolve to LTE technologies. Others are moving rapidly to deploy WiMax for fixed and mobile applications. To try to maximize frequency reuse and increase capacity, the providers are also deploying smaller cell sites (eg. micro- pico- and femto- cells are being used more commonly). However, this also creates higher capacity backhaul requirements. All the speakers agreed that the backhaul capacity...



New Media Initiatives

- **Blogband**
 - Staff post after each workshop to engage public on analysis and lessons learned
 - 15 Posts in 8 days
 - ~160 Comments in 8 days
 - Significant Press Activity
- **Twitter**
 - @fccdotgov
 - 2187 Followers in 8 Days
 - 20 Tweets in 8 Days
- **Ideascale**
 - Launching in September

Blogband: Defining Broadband

 **BLOGBAND**
THE OFFICIAL BLOG OF THE NATIONAL BROADBAND PLAN

« [Note from Today's Workshops](#)

[Workshops By The Numbers](#) »

The Definition of Broadband

August 20th, 2009 by Carlos Kirjner

Today the FCC is releasing a Public Notice, or PN, on the best way to define broadband. As the PN points out, much of the recent debate tends to center on throughput speeds. Engineers know that these numbers by themselves are most often misleading. For example, in most cases the "advertised" throughput speed has a tenuous relation with the actually delivered speed, which will actually vary over time, depending on the application, the server, and many other factors.

Both OfCom, which is the communications regulator in the UK, and Akamai have published studies based on meaningful numbers of end-user samples that show large the difference between advertised and actual rates.

In addition, for many important applications, such as voice and videoconferencing, other performance metrics, such as latency, are crucial.

But why do we care? Why do we need to think about broadband carefully? Several reasons:

- If we want to decide who has and who does not have broadband, we actually need to agree on what we mean by broadband.
- If we want to decide who can take advantage of one type of application or another, we need to know what they are actually getting today, and what is the gap between that and what they actually need to get
- If we need to know how much it would cost the country to enable all or a subset of its households and businesses to take advantage of one application or another, we need to know what the gap is between where we are and where we want to be.
- If we want to ensure that consumers have a clear and accurate view of what they are getting for their money, we need to decide what are the important metrics, and how to measure them.

And the list goes on. Bottom line: this is important. We want your input. We need your input. If you are an academic, a service provider engineer, a consumer, or anyone else with a stake in the outcome of the Plan, please read the PN, think about it, and share your best thinking.

It looks like a document written by lawyers to lawyers, but in there there are some important questions for the country.

** [You can submit brief comments here](#). Click on the radio button for the National Broadband Plan Notice of Inquiry - Docket 09-51. If you want to file longer comments using an attachment, [file comments here](#) using the same docket number. **

Posted in [Policy](#) | [62 Comments](#) »

- 68 Comments on 1 Post
- Sample Comments:
 - “In whatever definition you use, you must also consider latency.”
 - “Broadband has sufficient bandwidth for real time viewing of (nearly) all streamed content.”
 - “No absolute numbers...The threshold (should) rise as technology improve(s).”



Big Challenges

- Scope
- Time
- Data



Near Term Next Steps

- Future Workshops
 - Possibility of adding workshops/webinars on additional topics
 - Field Hearings and Broadband Forums throughout Fall to follow up on Workshops
- Comment Cycles
 - First Tranche of Workshops
 - Second Tranche of Workshops
- September Commission Meeting
 - Incorporate Lessons from Workshops, Additional Filings
 - Initial Overview of Current State and Direction of Broadband Deployment/Adoption
 - Introduction to On-Going National Purposes Research
- *Ex Parte* Process on <http://www.broadband.gov/exparte>



FCC Timeline

| Month | Action |
|-------------------|--|
| September Meeting | Report on Process and Calendar |
| October Meeting | Report on Factual State of Play |
| November Meeting | Report on Analysis of Key Gaps |
| December Meeting | Report on Policy Framework |
| January Meeting | Report on Opportunities to Drive National Purposes |
| February Meeting | Report on Plan |



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